

QUILL



OIL NEWSLETTER

PREPARED BY THE OIL INDUSTRY INFORMATION COMMITTEE

NUMBER

28

OF A SERIES

FOR YOUR INFORMATION:

Modern oilmen have become quite adept in the fine art of wresting crude oil from the subterranean depths where it has lain secreted in the sands since the days of the dinosaurs.

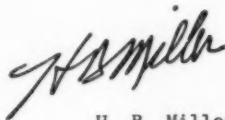
Make no mistake about it, it is a fine art, for if oilmen were to depend upon natural forces alone we'd never have the abundance of petroleum products and petroleum power that we have today. In the early years of petroleum history, oilmen produced oil the only way they could - by letting natural underground forces push the oil through the sands to the well bottom, where either the pressure or pumps brought it to the surface. When these underground forces were exhausted, production dropped off to a mere trickle, and many of the wells were abandoned. Recovery of oil ranged from 15 to 25 per cent as a rule; occasionally it went as high as 50 per cent.

Today, as much as 80 per cent of the crude oil is being recovered in some fields, and research to boost this percentage higher and higher is going on constantly. Even bacteria are being studied as possible helpers in the constant battle to coax every drop possible from each oil field, old and new. Oilmen are acutely aware of the increasing importance of petroleum in our oil-powered economy, and of the razor-sharp competition within their industry for supplies and markets.

How is this high rate of productivity being accomplished? One method is re-pressuring. Some of the natural gas (which comes up with the oil) is reinjected into the ground to maintain the subterranean pressure. Another is water-flooding, which has brought many old wells back to life and is adding millions of barrels of oil to our reserves and our annual production. In this type of operation, water is pumped into the oil-bearing formations, and this in turn pushes the oil into the well-bottom.

In the last 25 years, more than 1½ billion barrels of oil have been recovered through application of secondary recovery techniques. It has been estimated that there are billions of barrels more in old fields which re-pressuring or methods still to be discovered may make available in the future. This, of course, is in addition to our current proved reserves of roughly 30 billion barrels of liquid petroleum, and new fields yet to be discovered.

No where else in the world is there anything really comparable to the American oil industry. Private management and competitive enterprise made it possible. So long as they continue, we can all rest assured that we'll have an abundance of liquid fuels. For further information about the oil industry or its operations, write to:



H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street, New York 20, N. Y.

THE QUILL for March, 1952

Bylines in This Issue

RESearch on reader interest and readability of newspaper and magazine copy is a valuable tool but it is no substitute for the creative mind that does not operate by statistics. **J. E. Ratner** is peculiarly qualified to hold and discuss such a thesis in this heyday of public opinion and reader surveys. He is a successful magazine editor who came to an editorial desk after wide experience as both a business and an editorial analyst.

The author of "Research Is No Substitute for Ideas" (page 5) is editor of *Better Homes & Gardens*, a magazine which prides itself on its down-to-earth approach to its many readers. He joined the Meredith Publishing Company in 1946 after sixteen years as a business and marketing researcher. He became director of editorial research there in 1947 and managing editor of its *Better Homes & Gardens* a year later. He succeeded to the editorship after the death of Frank McDonough.

Joe Ratner is a 1930 graduate of the University of Chicago and was a featured speaker at the 1951 national convention of Sigma Delta Chi. He has been on the Drake University faculty as a professor of journalism since 1946, teaching editorial research, magazine writing and public opinion.

PUBLIC relations is growing rapidly toward full professional standing. But its growth has been simple evolution and its literature largely of the "how-to-do-it" variety. **Dick Fitzpatrick** believes its practitioners must better understand and more fully adopt the lessons of social psychology to reach full professional status. He tells why and reviews the literature of both fields in "Social Psychology and Public Relations" (page 8).

Dick is the audience research officer for the International Press and Publications Division, United States Department of State. In addition, he serves as adviser to the director of the Office of International Information on the application of psychology to the information program.

Fitzpatrick, who holds degrees from Marquette University and American University, worked for the Milwaukee *Sentinel* before coming to Washington in 1942. During World War II, he was director of public information for the Office of Alien Property Custodian.

He has served as executive editor of *Bataan* magazine and has been a Washington correspondent for the *Manila Chronicle* and for the Tribune Publications of Boston. Currently, he writes the Book Beat and is an associate editor of *The Quill*. (The Book Beat is omitted in this issue because the article itself reviews the field of public relations literature.)

Active in the National Press Club, Dick is a member of the American Association for Public Opinion Research, the World Association of Public Opinion Research and other societies. He is a lecturer on public information media at the graduate school of the U. S. Department of Agriculture.

THE Armed Services public information specialist fresh out of journalism school or equipped with a year or two of civilian experience is likely to become a bit cynical when he first realizes that, whatever his education or experience, he is still in uniform. The man who outranks him may not know a news release from a column rule but rank is rank.

Sgt. Mike Connelly, a former magazine editor with eighteen month's PIO experience, has some advice for the discouraged in "It's Still Your Job, Buddy" (page 11). Sgt. Connelly, a 1950 graduate of the University of Illinois school of journalism, served as editor of *The Brown Swiss Bulletin*, organ for the National Brown Swiss Cattle Breeder's Association, at Beloit, Wis., prior to his entry into the Air Force in September 1950.

One of his news stories written for *The Daily Illini*, was judged the best general news story in the 1950 Sigma Delta Chi college daily competition. Twenty-two years old, he is a native of Aurora, Ill.

A GREAT number of radio newsmen have newspaper backgrounds. They know the difference between writing news copy and radio script. They will share—and agree or disagree with—**Griffing Bancroft's** quietly humorous account of his own "transmigration" from the printed word to the spoken one. At the same time, "From Newspaper to Radio" (page 7) will interest the thousands of newspapermen who have never tried to read their own copy out loud.

Bancroft had sixteen years' newspaper experience before he joined the Washington staff of the Colum-

bia Broadcasting System four years ago. This included six years as Washington correspondent for the *Chicago Sun*. His radio experience has extended to television where he has quizzed Congressmen and others on CBS' "The Big Question."

A native of California, he was graduated from the University of Chicago in 1930 and worked for a while on a Mexico City publication, *The Two Republics*. He was afterwards on the staffs of the *San Diego Sun* and the *Los Angeles Herald and Express*, where his experience ranged from the cable desk to covering the state capital.

Griffing spent three years with the *International News Service* in Washington before joining the *Sun's* capital staff in 1942. His service with the *Sun* was interrupted by wartime service as boss of the news operation of the Psychological Warfare Board in the Mediterranean Theater. This won him the Medal of Freedom.

IN *The Quill* for February, a California editor challenged the small city editorial writer to tackle community affairs with more courage. In this issue of *The Quill*, **Robert J. Bailyn** makes a counter challenge in "What Is Local News in a Global Era?" (page 6). He suggests that many small dailies are riding the gospel of hometown names and events so hard that they deprive their readers of wanted news of the world outside.

Bailyn reports himself as now "the property of the United States Army." He recently left a position as telegraph editor with the *Postoria* (Ohio) *Review-Times* to enter an officer's training program.

The 23-year-old Bailyn took a master's degree in journalism at the University of Michigan, after being graduated from the University of Chicago. He has also taken graduate work in sociology and in law.

His first newspaper job was as assistant to the editor of the *Chicago North Side Newspapers*, a group of twenty-five Chicago community weeklies. He worked as a reporter for the *Washtenaw Post-Tribune*, county weekly at Ann Arbor, Mich., while attending college, and was an editor of the *Michigan Journalist*, departmental publication.

A native of West New York, New Jersey, Bailyn entered the University of Chicago at 15, where he won several scholarships and a Ph.B. degree at 18. Bailyn was recently married to a Swedish journalist studying under a foreign fellowship at the University of Michigan.

THE QUILL

A Magazine for Journalists
Founded 1912

Vol. XL

No. 3

It's Easier to Criticise an Afghan

THE editors of THE QUILL were especially happy to publish Robert P. Studer's "It Takes Guts to Write Local Editorials" in the February issue of the magazine. It was a challenge to newspapers and especially to small newspapers. It illustrated the old saying that it is much simpler to write editorials about Afghanistan because you'll never meet an Afghan.

John T. Bills, managing editor of THE QUILL, summed it up in an approving telegram when he saw the article: "... practically the only indefensible criticism I have heard of the American press in more than twenty years in the business is that small town newspapers generally lack courage to stand up to the political, economic and social pressures they know can be applied to them."

Bob Studer wrote of small city dailies. He wrote honestly and from experience—his own paper mended its ways editorially and he is the man who has written its local editorials. He also wrote wisely, because he pointed out that it is necessary to praise as well as to blame; that often more can be accomplished with a carrot than a club; that even when the time comes to attack, a rapier may be more deadly than a bludgeon.

IOUGHT to know. Years ago, as a young city editor on a small daily paper, I helped my editor with two daily columns of editorials. I saved no clippings to refresh my memory, but I must have been a doughty man with a bludgeon. At one time, as I remember it, I had us embroiled with two leading religious sects as well as the chamber of commerce and the American Legion. (I was reared in one of the first and belong to the last.)

One afternoon my editor came around and perched himself on the edge of the city desk. In his kind, somewhat diffident way—I have since described him as a man who would go four blocks out of his way to avoid an unpleasant encounter but who would die at the stake for a principle—he said:

"Look, Carl, would you agree to leave the city and the county to me editorially? You can have the rest of the world."

I agreed, probably not too gracefully. It was no great hardship at the time. The paper was independent politically but old-fashioned Jeffersonian Democratic in tradition and Wilsonian in world affairs. This was toward the middle '20s, so practically every day I assailed the wickedness of Washington in the era of Teapot Dome or lamented the world that might have been if the stubborn

old men in the Senate had supported the League of Nations.

I am an editorial writer again, after long years in the newsroom. Maybe I have learned some wisdom; maybe not. At least the years have strengthened in me a harrowing sense of the constant need to be as right and as fair as is humanly possible. Nothing takes more sweat than being right, nor more care than being fair.

This may to some extent explain, if not excuse, the frequent weakness of smaller papers on local editorials. Such editorials nearly always demand more research than those on national, international or general human affairs. On small papers local editorials are often written by editors who have many other chores to do. They do not have the time to search the files or make the calls that are necessary. So they criticise conditions in Afghanistan.

This is not intended as a defense of the papers who simply lack the guts, as Bob Studer put it, to disagree in print with the man they eat lunch with. His criticism was only too true. The small city editor who neglects or avoids the local field editorially is not only derelict in his duty to his community. He is overlooking a feature that can contribute greatly to reader interest.

MANY fine editorials have come from the typewriters of small town editors, though they may win few national awards. But I suspect that sometimes reluctance to deal with local issues may be due to the fact that they know they lack—or may merely think they lack—the specialized writing skill that is likely to mark the big time editorial writer. You can call a man almost anything if you know just how to do it.

I once worked with a Chicago city editor who liked to illustrate this point with what he called the Montana approach. One of his folk heroes was a small town editor in the Rockies. His editorial gimmick, as my friend described it (admittedly with the exuberance of the great West), was something like this:

"While we yield to no one in our admiration of that sterling citizen, earnest patriot and fine family man, John J. Glutz, we can no longer disregard rumors that he eats his young and drinks his bathwater. . . ."

I don't know whether this editorial approach qualifies as a rapier or a bludgeon up the sleeve. But whatever the weapon, it should be aimed both accurately and courageously. One of my fellow workers commented the other day that when the time comes to kick an undesirable character in the classical place, you might as well kick him.

"Besides," he added, "the public likes to see a well-placed kick, if it has been earned." CARL R. KESLER

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Are we misusing readership surveys to justify what we have done rather than to help us see the picture as it might be? A magazine editor reminds us that

Research Is No Substitute for Ideas

By J. E. RATNER

THERE seems to be a need for a brand new start in communications research. There are too many newspaper offices, magazine offices, in radio and television where so-called "research" has been used as a club, an alibi, an excuse, instead of a scientific aid to better editing, writing and planning.

We have gone through an orgy of counting words, counting the length of sentences, and pinning medals on ourselves because an article was read or because a radio program was heard by "such and such" a per cent of people three to six months before the research was reported.

To top off all the misuse of statistics, we have the fellows, most of whom are looking for another gimmick, who count the words, analyze all the statistics, and come up with chart after chart which no one reads. The charts are then reproduced in journalism publications, special reports, trade magazines, and other convenient places to compound the non-interest in the subject.

There have been some cases of misuse of public opinion poll figures. There is one case on a major city newspaper where the figures in the 1948 presidential election were changed because the publisher didn't like the way the figures looked. Result? The "wrong man" won the election. The poll was right in the first place.

ALL kinds of erroneous conclusions are arrived at by newspaper people in the misuse of research.

"Use more white space. Surveys show that white space is good." Has anyone ever asked the logical conclusion to this principle, a blank newspaper!

Another oft quoted slogan is "Shorten the stories. Surveys show that short stories are well read." Has anyone ever asked, "What about the New York Times?", or John Hersey's writing job on Hiroshima?

Another conclusion often arrived at

as a result of research studies is, "Use pictures and cartoons, they're well read." Then how do the "experts" account for the success of the *Christian Science Monitor*, the *New York Times*, the *Reader's Digest*, and other great publications in America? Why don't



J. E. Ratner came to the editorship of *Better Homes & Gardens* with a reputation as an expert on reader research.

we have a newspaper that it all cartoons?

One of the most immediate dangers in arriving at conclusions in the evaluation of readership studies is that, especially in magazines and newspapers, a combination of minority reader interests helps to make up the complete publication.

It's the unity of many reader interests—sports, weather reports, crossword puzzles, society news, features, cartoons, world affairs, editorials, and many others that make a complete publication.

It has long been accepted by researchers and non-researchers that the "city brief" type of item—gossip columns—usually give top readership. Could a successful newspaper live if the whole paper consisted of gossip?

In 1952, a national election year, all publications which report public opinion polls should be awfully careful about how the polls are presented to readers. We would not have had the powerful kickbacks that we had in 1948, if all publications had warned readers that polls are still in their infancy. That sampling, question techniques, and the whole idea of public opinion quizzing is a new development in the field of the social sciences.

MANY magazines are using research of all types—readership, pretesting, impact studies, magazine cover studies, psychologists, and the complete coterie of research techniques. Elaborate research departments have been set up for most of the major magazines and many of the minor circulation publications.

In many cases magazines misuse research. One editor said recently that "food and houses rate highest in readership." Obviously he has never asked what would happen to his publication if he eliminated all lower rating readership subjects and ended with food and houses alone. It happens that this editor's magazine has fiction, fashion articles, child care stories, and other types of articles which appeal to all kinds of people and which in total make up the reasons for the success of his fine publication.

In a recent case one national magazine found that a gorgeous apple pie on the cover sold just as well as a picture of a luscious gal in a bathing suit. The magazine spent over \$35,000 on a survey to make sure of this stupendous fact. All the editor had to do was ask his mother or wife or one of his woman editors and save \$35,000.

In many cases where magazines run articles that are supposed to be unpopular with readers because reader surveys said so, these articles turned out to be successful. The subjects of safety, prejudice, community interest, foreign affairs, and many others are cases in point.

Magazines for a number of years have been using different research

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What Is Local News In a Global Era?

Newsman challenges small daily's gospel that its job is to print mostly hometown names and events and let the big paper carry the ball on national and world affairs.

By ROBERT J. BAILYN

JACK CRANE, six years old, publishes a daily newspaper for his Dallas, Tex., neighborhood. With pencil and seven sheets of carbon paper his "Dallas Texas Column" reports such news as: "Gent is getting his tonsils out. Rickie's Goldfish died. Today it will thundershower."

Jackie's enterprise has brought favorable comment from some of his fellow publishers. Says one, "Many a richer journal might take lessons in simplicity from Jackie's journalistic style." Another says, "We could learn a thing or two from his homey reporting."

There is more to the fuss over this youngster's newspaper adventures than good-natured fun. Anyone who has worked with and watched small dailies in particular knows that policy and practice are likely to place the death of "Rickie's Goldfish" above the assassination of Pakistan Prime Minister Liaquat Ali Khan.

Cold war or hot war, who ate with whom comes before news of what the average Frenchman gets to eat or, for that matter, the average American. A meeting of the local garden club can always crowd out a meeting of the North Atlantic Treaty Organization.

"Names make the news," declares one editor. "They can read about the world in the metropolitan paper," says another. A publisher declares, "They'd rather read about an accident in California than Churchill's address to Commons."

NO one can dispute the fact that the small daily exists for its community. Just about every newspaper, big or little, is a community enterprise. Local advertisers are the main support of almost every newspaper, and local readers the main audience. Furthermore, growing costs tend to restrict news space.

But, in an era of hot and cold wars, heavily taxed income, rising costs and restricted news space, it would seem sensible that every small daily

carefully consider the use to which it is putting the space it has.

On the whole it is not possible to say, "What I can't do John will do for me." For "John," the metropolitan daily, is frequently just as cramped for space, just as community-centered, and sometimes unduly partisan.

Furthermore, the small daily that says, "Let John do it," is saddling its readers with the expense of an additional daily, is resigned to playing second fiddle, and is willing to admit it is not really a NEWSpaper, even in the elementary sense of "north, east, west and south."

MORE fundamental, however, to the operations of the small daily is the question: What is local news? Obviously the fact that Mrs. Frank Hollander of North Main Street attended a meeting of the North Main Street Bridge Club last evening, and the fact that her husband introduced the speaker at the Center Street Businessmen's Association are local news.

But while Mr. and Mrs. Hollander attended their respective meetings their minds, and the conversations they took part in, often moved beyond the rooms they sat in. It was not only that the price of plate glass for store windows had risen again, or that playing cards had been placed under a price ceiling. That the speaker Mr. Hollander was to introduce was the foreign exchange teacher who had come to observe the local community's schools for two weeks certainly had something to do with some of the remarks he exchanged with his fellow businessmen. Mrs. Hollander and her usual bridge partner, Mrs. John King, did not do very well that evening. Mrs. King kept forgetting what was trump. John Jr. had received an induction notice that day.

Sure names make the news. But to Mr. and Mrs. Hollander it is just possible that what Winston Churchill (a name) had said to Commons



Robert J. Bailyn was on a small daily staff before entering the Army.

that afternoon was bigger "local news" than what happened to the Williams' boy (another name) when he rammed his hotrod into a telephone pole.

Some small dailies were weeklies in the not too distant past, or their executives came from weeklies. Some small daily editors haven't enlarged concepts developed while they served their weekly apprenticeships. They continue to put out a weekly, only now it gets a wire service and comes out six days a week.

The wire service helps to fill the additional space created. The boiler plate remains, the story serials and bridge club news are still there. The size of their world has not grown with the size of their newspaper.

What is more, it has neither grown with the growth of their community, or the growth of their readers' concerns. The comings and goings of the older families, the descendants of the homesteaders, entrenched in the villages and rural areas surrounding the city, dominate the news columns in many small dailies as they did decades ago.

The young people go off to jobs, to marry, to war, and they return. Factories rise, new workers come. Stores open, shoppers arrive. New generations of immigrants make homes in the community.

In the average small city today more than 50 per cent of the inhabitants were neither born nor raised where they are now living. Many of

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Griffing Bancroft (center), as chairman of the CBS video program, "The Big Question," discusses "Are We Risking America to Save Europe" with Congressmen Mike Mansfield, Montana Democrat, and John B. Bennett, Michigan Rep.

From Newspaper to Radio—By GRIFFING BANCROFT

You spend years learning to spell and then you start all over and learn to pronounce. Each medium has its advantages, says a veteran Washington correspondent who turned to the air waves.

IT is with some trepidation that I am again trying to express myself in print—after four years writing and broadcasting for radio. I am sure an editor of *The Quill* is about to be driven to extreme frustration; he will have a lot of punctuation to fix and misspellings to correct.

I often ponder on the perversity of a fate that had me spending sixteen years in newspaper work trying to learn how to spell, an effort which is now utterly wasted. Now I am faced instead with the equally difficult task of trying to learn how to pronounce. But there are more fundamental differences between newspaper and radio work.

In the first place, I think you have more freedom of expression on radio than in a newspaper. I don't mean editorial freedom—that depends on your bosses no matter what medium you work for. I mean that there are

usually more ways in which you can handle a story on radio.

Most newspaper writing is pretty well stylized with a long history of established rules. Radio seems to me to offer more ways for you to decide how you can best get over your idea, whether to back into a story, whether to put a lead on it, or indeed whether to begin in the middle.

BUT to me there are also big disadvantages to radio work as compared to newspaper reporting. In the first place, nothing seems to have the permanence of the printed word. In radio your audience has nothing to refer back to, nothing to take his time and ponder over if he wishes. In radio you give a man something that will last only as long as he cares to remember it. In writing, you can give him something he can keep forever.

In the second place, most radio re-

porters and newscasters do not get the opportunity to dig deeply into a story, to follow it and it alone, until you can feel you know more about it than anyone else. Most broadcasters have to cover all the world's news in about the same amount of space that a newspaper gives a major story.

But, in defense of my new master, the converse of this is also true. If the radio man is not as profound on one subject, he tends to have a broader outlook; he must judge the value of each story in its relationship to other news. In this he is closer to a news editor than to a reporter.

Now as for the difference in the carpentry—in the actual writing. The first trick I learned when I made the transmigration was to say the thought over to myself—even out loud if you

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Social Psychology and Public Relations

By DICK FITZPATRICK

Research reveals that "how-to-do-it" books dominate the literature of this growing field of journalism. It also suggests that a broader study of psychological theory may offer publicists a framework for the development of a more solid professional philosophy.

A MERICAN public relations is acquiring rapidly the characteristics of a profession. It has such professional adjuncts as several national associations, several journals devoted exclusively to its interest and a body of literature.

Yet an examination of the textbook literature does not indicate any theoretical framework or basis for public relations. Following a quick review of the texts, it is here suggested that the field adopt a point of view based on social psychology, the study of how a person behaves in relation to other people.

The growth of public relations has been characterized by simple evolution.¹ Before this century and into it for some years, American business felt no need to tell anybody anything. Large corporations even refused to tell newspapers where their plants were located. It was "the public be damned."

For as Goldman says, "the businessman was on a honeymoon with his public." This was possible because in the growing America of the 19th century, business was the thing. It was the chosen field for the bright and the ambitious. Business brought tremendous prestige to the successful. Business, as Canby points out, was "much more than an occupation—it was a philosophy, a morality, and an atmosphere."

BUT the honeymoon ended. The muckraking era came in, with many newspaper and mass circulation magazines concentrating on exposes of business abuse. Up to then the press agent fooled the public. But this would no longer do.

A second stage aimed at informing

1. Goldman, E. F. "Two Way Street: The Emergence of the Public Relations Counsel." Boston: The Bellman Publishing Company, 1947. This section is drawn from Goldman's essay. The quotations from other writers are taken from that source.

the public was officially launched when Ivy Lee, probably the foremost publicist of his time, issued a "Declaration" in 1906. He said in part:

"In brief our plan is frankly and openly, on behalf of business concerns and public institutions, to supply to the press and public of the United States prompt and accurate information concerning subjects which is of value and interest to the public to know about."

This was a big change and World War I gave this field a big boost. From the Creel Committee on Public Information came Edward L. Bernays, who opened an office in New York.

The third phase of development in American public relations came with the publication of "Crystallizing Public Opinion" by Bernays.² He saw this field as a profession similar to law. The public relations man's job was to bring company policy and public attitudes into reports.

Bernays believed the public relations man must be a student of psychology and sociology. He drew on material like Lippmann's "Public Opinion," the works of early social psychologists, and of Sigmund Freud, who was his uncle.

AS Goldman says: "The public was to be understood—understood as an intricate system of group relationships and by an expert with the technical equipment, the ethics, and the social view associated with the lawyer, doctor, or teacher. Public relations was to be a two-way street—a street in a good neighborhood."

Although Bernays' conception of the function of public relations was social improvement of a conscious type—an aim often not stated in the

2. Bernays, E. L. "Crystallizing Public Opinion." New York: Boni and Liveright, 1923.

current definitions of public relations—he performed a great service by outlining some of the profession's theoretical roles.

Also, it appears the textbook writers who followed in the last two decades did not develop Bernays' idea of public relations based in psychology and sociology.

However, the literature of the past decade is characterized by a "how-to-do-it" treatment. The books of Baus, Sills and Lesly, Plackard and Blackmon, Harlow and Black, Wright and Christian, and Nielander and Miller certainly will tell readers what public relations is, what its publics are, how to reach the publics via mass media and related techniques.

These six books have been selected for examination because they are integrated texts rather than compilations of which there are several excellent ones.³ No attempt is made to survey the literature of the field, but just to point out the emphasis given to the theoretical aspects of public relations.

Baus' emphasis is on the publics and techniques with some excellent material on getting into the field. There is no detailed discussion of theory.

The first forty-one pages of Harlow and Black's book⁴ deal with the foundations of public relations. They discuss the social sciences in public relations and outline very briefly what some of the major ones have to contribute. This is a forward step.

PLACKARD and Blackmon⁵ cover the foundations of public relations in about thirty pages, but do not really get to the matter of a basic theory. They do make a valuable contribution by giving definitions of basic concepts, terms, and fields.

Sills and Lesly,⁷ after twelve pages, begin discussing what is a public relations counsel. This role is related to society briefly, but from then on, it's all "how-to-do-it."

Wright and Christian⁸ devote the

3. Griswold, G. and Griswold D. (eds.) "Your Public Relations: The Standard Public Relations Handbook." New York: Funk and Wagnalls Company in cooperation with Modern Industry Magazine; Lesly, P. (ed.), "Public Relations Handbook." New York: Prentice-Hall, 1950.

4. Baus H. A. "Public Relations at Work." New York: Harper and Brothers, 1947.

5. Harlow, R. F. and Black, M. M. "Practical Public Relations: Its Foundations, Divisions, Tools and Practices." New York: Harper and Brothers, 1947.

6. Plackard, D. H. and Blackmon, C. "Blueprint for Public Relations." New York and London: McGraw Hill Book Company, 1947.

7. Sills, T. R. and Lesly, P. "Public Relations Principles and Procedure." Chicago: Richard D. Irwin, 1946.

8. Wright, J. H. and Christian, B. H. "Public Relations in Management: A Guide to Advancement." New York: McGraw-Hill Book Co., 1949.

Introducing Three SDX Councillors

THREE past presidents of Sigma Delta Chi professional chapters are new members of the Executive Council, elected at the Detroit convention last Fall to serve for a term of one year or until the next convention.

They are J. D. Ferguson (Mo'15), editor and president, Milwaukee (Wis.) *Journal*, former president of the Milwaukee Professional chapter; Oliver Gramling (C1m'27), assistant general manager, the *Associated Press*, former president of the New York Professional chapter; and Sol Taishoff (WDC-Pr'43), editor and publisher, *Broadcasting-Television* magazine, Washington, D. C., and former president of the Washington (D.C.) Professional chapter.



FERGUSON

place our crew of hand typesetters with a Linotype to get the county printing, and because the revenue was not enough to support the payments on the Linotype, the publisher and the editor, it was decided that one of us would leave until the Linotype was paid for."

J. D. got an offer as a reporter and copyreader on the *Kansas City (Mo.) Star*. By 1917, he had decided that he liked the metropolitan field better and sold out his interest in the *Boonville Republican* to Harte. Mr. Ferguson then moved to the *Sioux City (Ia.) Tribune* as telegraph editor, managing editor and editorial writer (1917-23).

In 1923, he joined the *Milwaukee Journal* as reporter and editorial writer. He became associate editor and vice-president of the *Journal Company* in 1938 and since 1943 has been editor and president. Besides being an SDX Executive Councillor, he is also a director of the American Society of Newspaper Editors.

(Continued on page 2)



Palmer Hoyt, editor and publisher, *The Denver Post*, heads SDX Freedom of Information Committee for 1952.

Lee A White Retires From Detroit News

After nearly 40 years with the *Detroit (Mich.) News*, Lee A. White, former SDX national president, has retired. Beginning in March, he will conduct a survey of the services which Cranbrook Foundation may render the six autonomous Cranbrook institutions.

Mr. White has been director of public relations and chief librarian for the *News* since 1936. He started as a reporter for the *News* in 1911, upon graduating from the University of Michigan. He later taught journalism at the University of Washington (1914-17). He returned to the *News* in 1917. He was national historian of SDX from 1912 to 1918 and its national president in 1921-22. He was also editor of *THE QUILL* from 1915-20 and an associate editor since.

SDX Seeks Special Stamp

The Executive Council has asked the U. S. Post Office to issue a special commemorative stamp, honoring the 150th anniversary of the birth of Elijah Lovejoy, who was assassinated at Alton, Ill., in defense of a free press.

Sigma Delta Chi members voted at the Detroit convention to mark the site where Lovejoy was slain as the fraternity's 1952 historic sites project. The Council has directed Howard L. Kany, president of the Washington Professional Chapter, to contact Postmaster General Jesse M. Donaldson.

Supplement to *THE QUILL*, March, 1952

Clayton Names '52 Committees

COMMITTEE appointments to carry on major activities of Sigma Delta Chi, Professional Journalistic Fraternity, during 1952 have been announced by President Charles C. Clayton, editorial writer of the *St. Louis Globe-Democrat*.

Seven committees were named, including Advancement of Freedom of Information, Journalistic Research, Historic Sites in Journalism, Professional Chapter Program, Fellows of SDX, and Honor Awards. A special committee to arrange a suitable ceremony in commemoration of Elijah Parish Lovejoy at Alton, Illinois, was also named.

Personnel of the committees and assignments follow:

Advancement of Freedom of Information—Palmer Hoyt, editor and publisher, *The Denver Post*, chairman; V. M. Newton Jr., *Tampa Tribune*; Russell McGrath, *Seattle Times*; Wesley H. Maurer, University of Michigan; Oliver Gramling, *Associated Press*, New York; John Colt, *Kansas City Star*; Ayres Compton, Dallas; William Ray, NBC, Chicago; and James R. Young, Anderson, S. C.

This committee takes an active, aggressive leadership in the cause of press freedom and is instructed to eliminate press barriers, to make the public conscious of its right to know and to cooperate with existing groups working for advancement of freedom of information. It receives reports from the chapters on situations involving structure of information and acts on the chapters' behalf, when requested.

Journalistic Research—Joe Ratner, editor, *Better Homes & Gardens*, Chairman; Dr. Earl English, University of Missouri; Dr. Alfred Lee, Brooklyn College; Professor A. L. Higginbotham, University of Nevada; and Dr. Ralph O. Nafziger, University of Wisconsin.

This committee stimulates and rewards research about journalism and annually selects the outstanding piece of work in this field.

Historic Sites in Journalism—Irving Dilliard, editor, editorial pages, *St. Louis Post-Dispatch*, Chairman; William Niefeld, Station KCBS, San Francisco; Professor John H. Gleason, Boston University; Professor Alvin Austin, University of North Dakota; Philip Porter, *Cleveland Plain-Dealer*; Dr. William Swindler, University of Nebraska; Harry Bingham, *Louisville Courier-Journal*; and Louis Lyons, Neiman Foundation.

Members of the Historic Sites committee seek to designate each year a site having important significance in the history of journalism.

(Continued on page 2)

Introducing Three

(Continued from page 1)

OLIVER GRAMLING has been a newsman since he was 15. His first job was with the Tallahassee (Fla.) *Daily Democrat* in his home town. Interspersing education, and news experience, he worked on Southern newspapers and attended Oglethorpe University and then Columbia University, from which he was graduated in 1927.



GRAMLING

He joined the *Associated Press* upon graduating from Columbia and he has been with the AP ever since. As a career man with the AP, Gramling became an authority on news gathering history. He is a member of the Society of American Historians. His "AP—The

Story of News" was a best selling book in 1940-41. In collaboration with AP war correspondents, he also wrote "Free Men Are Fighting," a running account of the early phases of World War II.

Mr. Gramling became assistant general manager of *Press Association*, an AP subsidiary which sold AP radio news service to stations. He worked tirelessly to get AP to put its radio operation on an equal footing with newspapers. During the war, PA saw news broadcasting come of age as the radio industry acquired a greater sense of responsibility and AP in 1947 approved applications of 447 stations for associated membership in the cooperative news-gathering organization.

SOL TAISSHOFF was born in Minsk, Russia. He moved with his parents to Wash-



TAISSHOFF

ington, D. C., where he attended public schools. He became a copy boy for the Washington bureau of the *Associated Press* in 1920. Two years later he was a member of the AP news staff, (1922-26).

He was later a reporter for *U. S. News* (now *U. S. News-World Report*) from 1926 to 1931. Also during that period he was radio editor of *Consolidated Press* (1927-34). He became managing editor and co-founder of *Broadcasting Publications, Inc.*, publishers of *Broadcasting-Telecasting* magazine, in 1931.

He has been editor of the magazine since 1933, later becoming vice president and general manager. He has been president and publisher since 1945. He has been a director of the Food-Drug-Cosmetic Reports since 1939. He is an associate member of the Institute of Radio Engineers.

Professional Chapter Secretaries

ATLANTA, Ga. Bernie Brenner United Press	GAINESVILLE, Fla. (North Florida) Allen Skaggs University of Fla.	PEORIA, Ill. (Illinois Valley) Harry Watson Bradley University
AUSTIN, Tex. Darby Hammond Texas Employment Commission Brown Building	GRAND FORKS, N. D. (North Dakota) Alvin E. Austin University of North Dak.	PHILADELPHIA, Pa. Arnold Snyderman Station WTTM Trenton, N. J.
BOSTON, Mass. (New England) John H. Gleason Division of Journalism Boston University	HONOLULU, Hawaii N. W. Ayer & Son, Inc. Dillingham Bldg.	PORTLAND, Ore. Ralph H. Millsap Portland General Electric
BROOKINGS, S. D. (South Dakota) Clifford L. Ellis Box F, College Station	HOUSTON, Tex. (Texas Gulf Coast) Donald D. Burchard Texas A and M College College Station, Tex.	SAN DIEGO, Calif. David Thompson 499 W. Broadway
CHICAGO, Ill. (Headline Club) Harry Coleman 664 N. Michigan	KANSAS CITY, Mo. (Kansas City Press Club) James Stafford 1902 Power & Light Bldg.	SAN FRANCISCO, Calif. Frank Marsh 130 Montgomery St.
CLEVELAND, O. (Northeastern Ohio) Arman L. Merriam 826 Williamson Bldg.	LANSING, Mich. (Central Michigan) Jerry Kenny P. O. Box 177	SEATTLE, Wash. (Puget Sound) Elmer C. Vogel Associated Press Seattle Times Bldg.
COLUMBUS, O. (Central Ohio) William J. Oertel 198 South High St.	LINCOLN, NEBR. (Nebraska) William H. Hice University of Nebr.	SPOKANE, Wash. (Inland Empire) William G. Oves Chamber of Commerce
DALLAS, Tex. Bill Lynde Oil Industry Information Committee	LOS ANGELES, Calif. (American Inst. of Journalists) Roy L. French 3518 University Ave.	ST. LOUIS, Mo. William Zalken 1876 Arcade Bldg.
DENVER, Colo. (Colorado) Robert W. Chandler 1666 California St.	LOUISVILLE, KY.	SYRACUSE, N. Y. (Central New York)
DETROIT, Mich. Frank P. Gill Student Publications Bldg. Wayne University	MIAMI, FLA. (Greater Miami) Stuart G. Newman 606 Lincoln Rd. Bldg. Miami Beach, Fla.	TAMPA, Fla. Bennett DeLoach Associated Press
FT. WORTH, Tex. William F. Haworth Fort Worth Telegram	MILWAUKEE, Wis. Tony Ingrassia The Milwaukee Sentinel	URBANA, Ill. (Central Illinois) Harold E. Hill 228 Gregory Hall University of Illinois
	NEW YORK, N. Y. Samuel C. Pace F. W. Dodge Corp. 119 W. 40th St.	WASHINGTON, D. C. Dick Fitzpatrick 1300 National Press Bldg.

Clayton Names

(Continued from page 1)

Professional Chapter Program—Jack Butler, Fort Worth Telegram, Chairman; B. O. McAnney, New York World-Telegram & Sun; Tom Humphrey, Portland Oregon Journal; John T. Bills, Miami Herald; William Hatcher, Ferguson (Mo.) Town Talk; Norman H. Dohn, Columbus Dispatch; Howard Kany, Washington, D. C., Associated Press; Walter G. Curtis, Chicago; George Wolpert, Milwaukee.

The National Professional Chapter Program committee communicates with the various local chapter program committees and helps them plan the local chapter's participation in the national theme of helping the public conscious of its right to know, and helps plan programs for the local chapter.

Fellows of Sigma Delta Chi—John M. McClelland, Jr., editor, Longview Daily News, Chairman; Carl R. Kesler, Chicago Daily News; Neal Van Sooy, The Nevada Appeal, Carson City.

Fellows of Sigma Delta Chi are men chosen by the fraternity convention in recognition of their achievements in the profession of journalism. They may be elected from within or without the membership, but no more than three may be elected in any one year.

Honor Awards—Luther Huston, Washington Bureau, New York Times, Chairman; George A. Brandenburg, Chicago Editor, Editor & Publisher; Robert Tarr,

Pontiac Daily Press; Neal Van Sooy, The Nevada Appeal; Carl P. Miller, Wall Street Journal, Los Angeles.

The Honor Awards Committee makes the annual selection of a member of Sigma Delta Chi who has performed the greatest service to the fraternity during the past year and awards him the Wells Memorial Key. It also selects the member who has performed the greatest service to the fraternity as an undergraduate and who is to receive a ring provided by past presidents of the Fraternity.

Lovejoy Dedication Ceremony Committee—Sol Taissoff, editor and publisher, Broadcasting & Telecasting, Chairman; A. E. Garvin, Raytown (Mo.) News; Wayne Danielson, University of Iowa; Carl Borklund, University of Illinois; William Stiles, University of Missouri; E. Lansing Ray, St. Louis Globe-Democrat; Joseph Pulitzer, St. Louis Post-Dispatch; J. Donald Ferguson, Milwaukee Journal; Paul Cousley, Alton Telegraph; Irving Dilliard, St. Louis Post-Dispatch; Ken Clayton, Chicago Tribune; Stoddard White, Detroit News; Frank Schooley, University of Illinois and George Magenheimer, Peoria Journal.

This year Sigma Delta Chi will mark as a historic site, the place in Alton, Illinois, where Elijah Lovejoy, martyred abolitionist editor of The Observer, was killed 100 years ago in the defense of freedom of the press. The special committee will make arrangements for a special ceremony in connection with the commemoration of the event.

Chapter Activities

CHICAGO—FRED SPARKS, lank and lucid *Chicago Daily News* war correspondent, home on leave from Korea, gave Chicago Headline Club members an inside picture of covering the stalemate conflict during the six months since truce negotiations began. Another guest at the meeting was Robert U. Brown, editor of *Editor & Publisher* and SDX vice-president in charge of expansion.

ATHENS—The University of Georgia Undergraduate Chapter has undertaken a new project, bringing reporters from Atlanta newspapers to lecture at the journalism school on their specialties. Talks are given by visiting newsmen every two weeks.

URBANA—Central Illinois Professional Chapter held an initiation recently at which BRYAN B. VORIS, *Waterloo Illinois Republican* publisher and president of the Illinois Press Association, was an initiate and guest speaker. The Central Illinois professional chapter invited the University of Illinois Undergraduate Chapter to the joint meeting held at Monticello, Ill.

ANN ARBOR—The University of Michigan Undergraduate Chapter and University's Department of Journalism recently co-sponsored lectures in journalism. Guest speakers included LOUIS M. LYONS, curator of the Nieman Foundation; EDWARD LINDSAY, Decatur (Ill.) *Herald & Review* editor; N. R. HOWARD, Cleveland (O.) *News* editor; LESTER MARKEL, New York Times Sunday editor; FORREST W. SEYMOUR, Des Moines (Ia.) *Register & Tribune* editorial page editor; LOUIS B. SELTZER, Cleveland (O.) *Press* editor; and BARRY BINGHAM, Louisville (Ky.) *Courier-Journal* and *Times* editor.

LAFAYETTE—Twenty-eight Lafayette, Ind., newspaper, periodical and radio men attended a charter meeting of the Lafayette Press Club, forerunner of what is hoped will be a Lafayette professional chapter of SDX. FRED I. JONES, assistant extension editor at Purdue University, was elected president.

CLEVELAND—Facsimile, the radio newspaper, is in our future, Wayne Coy, chairman of the Federal Communications Commission, told 100 newsmen and radio officials at a meeting of the Northeastern Ohio Professional Chapter. Pointing to the rising cost of newsprint and higher costs generally, Mr. Coy said he was confident about the possibilities of facsimile broadcasting. "What the potentialities of facsimile are we cannot estimate," he said. "It is rather tantalizing to have a new medium of record broadcasting completely unused."

MIAMI—Nearly 100 members of the Greater Miami Professional Chapter met recently to honor LEE HILLS, SDX national vice-president in charge of professional chapters, newly-named executive editor of the *Miami Herald* and *Detroit Free Press*. Shown below are, left to right, E. V. W. JONES, *Associated Press* state news editor and president of the Miami chapter; Mr. Hills, who is dividing his time between the *Knight Newspapers* here and in Detroit; KENT COOPER, executive director of the AP and former honorary president of SDX; and GEORGE BEEBE, the *Herald's* new acting managing editor.



ST. LOUIS—An award for meritorious contributions to journalism was recently presented to the *St. Louis Post-Dispatch* by the St. Louis Professional Chapter. Shown below are AL DOPKING (left), head of the St. Louis office of the *Associated Press* and chairman of the chapter's awards committee, presenting citation to SAM J. SHELDON Sr., assistant to the publisher of the P.D.



AUSTIN—Thirty-one news executives attending a three-day news seminar were guests of the Austin Professional Chapter at an informal stag dinner. Pictured at the dinner are, left to right, SAM KINCH, state capital correspondent of the Ft. Worth *Star-Telegram* and president of the Austin chapter; WALTER R. HUMPHREY, Ft. Worth *Press* editor, past SDX national president and chairman of seminar committee; and PAUL J. THOMPSON, director of the University of Texas School of Journalism.



SAN FRANCISCO—JOHN McCLELLAND JR., (left, below), retiring national president and editor of the *Longview* (Wash.) *Daily News*, and ARTHUR HULL HAYES congratulate WILLIAM D. NIEFELD (center), new president of the Northern California Professional Chapter. Mr. Hayes is CBS vice-president of KCBS and Mr. Niefeld is news director.



SDX Personals

HOWARD VOLAND (UW'n'51) is news editor of the *Monroe* (Wash.) *Monitor*.

HOWARD MOBLEY (OhS'50) is now on desk-general assignment at the *Conneaut* (Ohio) *News-Herald*.

CLIFFORD F. SANDAHL (Neb'30) is editor of the *Daily Telegraph-Bulletin*, North Platte, Nebr. He previously was editor of *Business Action* in Washington, D. C.

HUGH F. HOUGH (Ill'51) is sports editor of the *Dixon* (Ill.) *Evening Telegraph*. JOHN J. KILLEN JR. (Minn'49) is on the copy desk of the *Duluth* (Minn.) *News Tribune*.

ALFRED NEGRI (SoCf'51) is a combination reporter-ad man for the *Corcoran* (Calif.) *Journal*.

CARL BRANCH (Ia'50) is now a reporter on the *Rock Island* (Ill.) *Argus*.

FRANK CORMIER (NU'51) is now a reporter in the Chicago bureau of *The Associated Press*.

GUS McCASLAND JR. (Okla'50) is co-publisher of *Dewey Company News* at Seiling, Okla.

MELVIN J. BRISK (OhS'49) is on the copy desk of the *Cincinnati* (Ohio) *Post*.

GEOFFREY FISHER (OhS'40), sports writer for the *Cleveland News*, is about to round out ten years with the *News*.

KEN TEACHOUT (SMU'51) is a city reporter for the *LaCrosse* (Wis.) *Tribune*.

REV. STANLEY B. HYDE (Mne'25) is director of Christian Education for the Illinois Congregational-Christian Conference and lives in Maywood, Ill.

Knight Addresses N. U. Convocation

JOHN S. KNIGHT, publisher of the *Chicago Daily News* and former honorary president of SDX, was the main speaker at the Northwestern University Centennial Convocation which climaxed the university's hundredth anniversary celebration.

Among those who received Centennial Awards at the convocation in recognition of "the impress they have made upon their generation during a lifetime of distinguished service as residents of one of the states which comprised the original Northwest Territory" were: John Cowles (Drake-Pr'33), publisher, *The Minneapolis Star and Tribune*; Harry J. Grant (Wis-Pr'41), Chairman of the Board, *Milwaukee Journal*; John S. Knight, president and publisher, *The Knight Newspapers*; and Robert H. McCormick (NU-Pr'46), editor and publisher, *The Chicago Tribune*.

Gen. Romulo Named Ambassador to U. S.

Gen. Carlos P. Romulo (Nu-Pr'43), Foreign Secretary of the Philippines, has been named ambassador to the United States by President Elpidio Quirino.

General Romulo, a former Filipino newspaperman, will continue as chief of the Philippine delegation to the United Nations along with his duties as ambassador in Washington, D. C.

Serving Uncle Sam

WILLIAM L. BOLLING (Ind'51) has completed boot training in San Diego and has been assigned to the staff of *The Canacao Clipper*, the base newspaper of the Navy Staff in the Philippines.

LT. JAMES FLOYD JR. (Ga'49) is a platoon leader in the Georgia Reserve Unit supporting the United States Seventh Army.

CAPT. EDWARD B. ANDERSON (Wis'39) has re-entered service and is stationed at O'Hare Air Force Base, Park Ridge, Ill. ROLAND I. PERUSSE (Wis'43) is on duty in the office of public affairs doing information and policy planning for Western Germany, U. S. Zone.

ALFRED GOLDMAN (Okla'50) is on duty as an Artilleryman at Camp Polk, La. He entered service upon termination of his graduate studies at the University of Oklahoma.

EDWARD F. MAGNUSON (Minn'50) was in the Naval reserve and recalled to active duty last Spring. He is now serving as assistant editor of the *Newsletter* and *Naval Reserve Bulletin* at Great Lakes, Illinois.

Obituaries

CLARENCE R. LINDNER (StU-Pr'37), 62, publisher of the *San Francisco Examiner* for 23 years, died in his sleep at his home Jan. 7.

JOHN F. CHESTER (Syr-Pr'48), 45, public relations director of the Air Conditioning company of Syracuse, N. Y., died in a plane crash in Newark, N. J., Jan. 22.

CHARLES F. SALT (IaS-Pr'16) of Columbus, Ohio, died Dec. 1 following an auto accident.

ARTHUR CAPPER (KnS-Pr'23), 86, governor of Kansas for four years and a U. S. Senator 30 years before his retirement, died of pneumonia Dec. 19. At the time of death he was in close contact with his large newspaper publishing business in Topeka, Kan.

JOHN C. OESTREICHER (NY-Pr'47), 46, foreign director of *International News Service* since 1934, died Dec. 16 after a long illness.

HART IRVING SEELY SR. (Cor-Pr'41), Waverly, N. Y., owner of the *Seely Newspapers, Inc.*, was killed in an automobile collision near Alpine, N. Y., Nov. 23.

A. H. MASCHKA (ND-Pr'51), 62, *Bowbells* (N. D.) *Tribune* publisher, died at a Minot hospital from leukemia with which he suffered the last two years.

ELGAR I. HIGGS (Pur-Pr'43), 60, editor of the *Connerville* (Ind.) *News-Examiner*, died in that city.

ROY P. PALMER (Min-Pr'34), 56, Minneapolis, Northwest Daily Press association secretary, died in that city.

ROBERT G. MARTIN (Ok'42), 32, associate professor of journalism at Phillips University, died in Enid Nov. 9 after suffering a cerebral attack.

JAMES M. FLOYD (Dal-Pr'49), Dallas, Texas.

ROBERT B. WARREN (Mon'40), Farragut, Idaho.

WARD E. ARNESON (ND'49), West Los Angeles, Calif.

EDWARD HENRY (Tem'50), Doniphan, Missouri.

JOSEPH A. WYNNE (Ill'50), New York, New York.

Do You Know Where Any of These Men Are?

First class mail sent to the last known address of these members of Sigma Delta Chi has been returned unclaimed. Please notify Sigma Delta Chi, 35 East Wacker Drive, Chicago 1, Illinois, of any whose present address is known to you.

Richard H. Pipes 608 Wasera Road Roanoke, Virginia	14836 Ga-48 x 11-51
Charles D. Corbett Route No. 1 Poulan, Georgia	19359 Ga-51 x 6-34
Arthur G. Palmie Brooks Hall Baylor University Waco, Texas	17966 Bay-51 x 10-53
Kenneth Keith Krogh Temple Village Alexandria, Va.	11225 IaS-43 x 10-45
B. Stuart Chilton Brooks Hall Baylor Univ. Waco, Texas	16980 Bay-50 x 4-53
Ralph W. McPhee 167-10 Crocheron Ave. Flushing, L. I. N. Y.	17969 UMC-Pr-49 x 10-53
William W. Shewman 103 McGraw Place Ithaca, New York Ann Arbor, Mich.	19547 Cor-51 x 9-54
John S. Chandley 8901 High Drive Kansas City, Kansas	5586 KnS- L 2030
Donald S. Bunin 1506 Jonquil Terrace Chicago 26, Illinois	15914 Pur-48 x 6-52
David R. Davies Jr. 736 High Street Williamsport, Pa.	15903 Cor-50 x 6-52
George C. Finneran 1819 Dwight Way Berkeley, Calif.	15998 UCF-49 x 6-52

Peter L. Weimer 1502 Dancy Street Jacksonville 5, Fla.	18715 UMia-50 x 2-54
Bill H. Taylor Brooks Hall Baylor University Waco, Texas	17969 Bay-50 x 10-53
Gene Jamison Wither 4302 1/2 Eighth Avenue Los Angeles 43, Calif.	11218 SoCf-Pr-41 x 9-45
Adolph L. Belser 824 High Street Williamsport, Pa.	12027 PaS-44 x 2-47
Hyman U. Hoffman 915 University Ave., S. E. Minneapolis, Minn.	14808 Min-48 x 11-51
James Emerson 8339-16th St. Silver Spring, Md.	7466 Min-34 x 38
William Brink Jr. c/o W. J. Brink 3544 Carrollton Ave., Apt. No. 8 Indianapolis, Ind.	10006 Ind-40 x 6-43
William M. Hutchinson 75 N. New Jersey St. Indianapolis, Ind.	1639 DeP-20 x 4-24
Herman W. Friedman Public Information Office Aberdeen Proving Ground Aberdeen, Md.	12795 PaS-47 x 10-49
William C. Lanier 140 Pierce Ave. Macon, Georgia	13114 Ga-47 x 4-50

first fifty-three pages of their book to subjects which come closest to furnishing the basic material for a theory of public relations. For instance, in the discussion of publics, they give some of the elements which constitute a common interest group as well as some examples of geographic groups. Most of the rest of the book is of a how-to-do-it nature, which is what the authors are probably aiming at, but they do indicate a promising approach.

Time may be the answer to the problem for the most recent textbook, that of Nielander and Miller,⁹ is basically a how-to-do-it text, but it does have something of a social science orientation. The definition of the field and a chapter called "Basic Concepts and Principles" are given in the first pages of the book.

A statement in the chapter on principles shows that things are improving. The authors say: "The science of communications is the basis for all public relations activities. Failure to understand its importance is fatal to the public relations worker."

An analysis of American public relations¹⁰ by an Englishman, J. A. R. Pimlott, offers some interesting observations on the theory of public relations. This excellent book is mentioned in the interest of completeness but cannot be defined as an American textbook.

The above comments are not offered as criticisms of these texts, which are generally excellent. They are intended to show the lack of detailed discussions of public relations theory.

The most encouraging sign in this regard recently was the publication of Steven Fitzgerald's book, "Communicating Ideas to the Public."¹¹ It is encouraging, because the author recognizes the importance of social research for the working public relations man. In fact, while Fitzgerald's book is sprinkled with research findings, he devotes two chapters to summaries of social psychology and communications research experiments.

Fitzgerald's book gives readers the idea that the author feels a gold mine has been discovered. He has discovered something which was always there—in the literature of social psychology. If public relations is to be-

come truly a profession, there must be a continually growing body of knowledge which practitioners must learn.

Between Bernays' book and Fitzgerald's, there was really only one important theoretical book. That was "An Introduction to Public Opinion"¹² by Harwood L. Childs of Princeton University. His theoretical discussion of public relations and its relation to the public interest and public opinion is the type of material that is so sadly lacking in literature of public relations. It is interesting to note that the material in this book was presented as lectures for the American Council on Public Relations, one of the predecessor organizations of the Public Relations Society of America.

During the era that Bernays launched the subject, Walter Lippmann wrote his classic book, "Public Opinion,"¹³ which brought psychology to bear on the field.

BUT where is the theory of public relations? What is its role in relation to communication and what is the role of communication in modern society?

To many this may seem a little far-fetched. After all, the job is to get a client and to tell his story to the public and to do such a good job that not only will the client retain the public relations man, but others will cry for his services.

This philosophy will pass today while public relations is young, but in time, it will not do. For as more and more people train for the profession, those who possess a real, comprehensive understanding of the role of public relations and its relation to other activities will be the leaders in the field.

This naturally raises the question: What is to be the point of view of the public relations man?

Naturally, the practitioner will say, a public relations point of view. That is a very sound answer under one condition. That is, if and when the people in public relations, the employers of public relations men, and the general public understand what it means. In this writer's opinion, it does not today exist.

This will undoubtedly be greeted with many objections. But what is understood today by the public relations point of view is not, in fact, one. It is simply an ability to take knowledge of media with knowledge

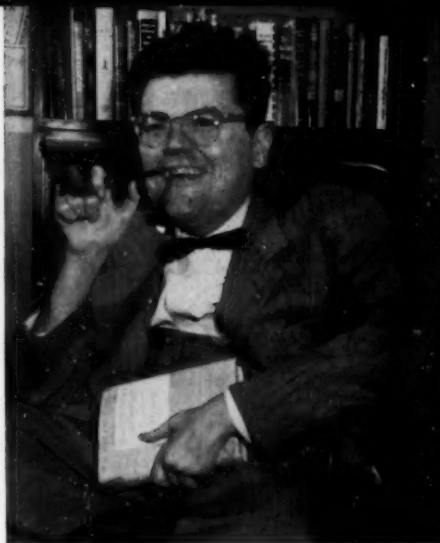
12. Childs, H. L. "An Introduction to Public Opinion." New York: John Wiley and Sons, 1946.

13. Lippmann, W. "Public Opinion." New York: The Macmillan Company, 1943.

9. Nielander, W. A. and Miller, R. W. "Public Relations." New York: The Ronald Press Co., 1951.

10. Pimlott, J. A. R. "Public Relations and American Democracy." Princeton, N. J.: Princeton University Press, 1951.

11. Fitzgerald, S. E. "Communicating Ideas to the Public: A Practical Application of Public Relations Techniques to Everyday Problems in Human Communication." New York: Funk and Wagnalls Company in association with Modern Industry Magazine, 1950.



Dick Fitzpatrick is a research official for the State Department's information program and an advisor on the fields covered by this article.

of audiences that one is trying to reach, and to put the two together, and try to better public attitudes toward a client.

This is strictly a "how-to-do-it" proposition. Of course many of the leading public relations practitioners have indicated that they realize that public relations has an important role to play in modern society. But with rare exceptions, this has not been expounded in sufficient detail and it is noticeably lacking in textbooks.

WHAT viewpoint is needed? It is suggested that the viewpoint of social psychology be adopted as the general frame of reference for public relations practitioners. Ultimately, specialization will result in the development of a real public relations point of view which will be based upon social psychology.

By point of view is meant that the person concerned has a particular way of looking at a subject and interprets what he sees in light of a body of scientifically sound findings. His approach to a problem follows a standardized method, although of course new ways of attacking a problem are encouraged. Thus, a body of knowledge and a methodology constitutes viewpoint in this discussion.

Now, this is not a suggestion that everyone who is a public relations man drop his work and immediately start working for a Ph.D. in social psychology. But it is suggested that public relations men in large cities take the time out to attend a course or two in social psychology. Their

eyes will be opened by modern day social psychology.

What is social psychology? Sherif¹⁴ defines social psychology as follows:

"Social psychology deals with the experience and behavior of the individual in relation to social stimulus situations. Interpersonal relationships, group interactions and their products, values or norms, language, art forms, institutions, and technology are certainly among the major social stimuli or stimulus situations."

In the future the findings of psychology, sociology and anthropology will be synthesized into a new science of human behavior. According to Sargent, "Social psychology is the generally accepted name for the area in which these three disciplines come together."¹⁵

Social psychology does generally make use of the findings of psychology, sociology, and anthropology, but there is a trend in some schools to put these disciplines into a grouping called human development, social relations or human relations.

THIS definition may not help much in understanding why social psychology is the proper point of view for the public relations man. But such understanding may be advanced by examining a recent book, "Readings in Social Psychology."¹⁶ It is significant in several ways.

The book was prepared by a group of members of the Society for the Psychological Study of Social Issues. Social issues are often the primary field of activity of the public relations man.

This interest in social issues on the part of social psychologists should be an additional indication to the public relations practitioner of the value of using a social psychological point of view. This group of scientists, who are attempting to explain modern society in terms that make sense are interested in the same things public relations men are.

Thus, the general headings under which these psychologists have organized their material should be of interest. They include: Uniformities and Variations of Individuals and Groups under Social Conditions; Memory, Judgment, Perception and Motivation as Influenced by Social Conditions; Suggestion, Imitation and Sympathy; Social Frustration; Effects of Group Situations; Industrial Mor-

ale; Social Class; Prejudice; Critical Social Situations (panic, hysteria, mobs, etc.), and War and Peace.

This breakdown offers the best indication of what modern social psychology is, since it represents the thinking of the major social psychologists—most of them leading writers in the field.

The social psychological point of view has implications for the public relations field¹⁷ in relation to operations, evaluation of effectiveness of public relations programs, general public relations research, education, and the part public relations men will play in international propaganda.

Space does not permit full discussion here of the implications of the social psychological point of view on public relations. Briefly stated, they are:

By adopting the social psychology point of view public relations would have a definite direction backed by a theoretical framework.

Each public relations practitioner should learn what social psychology has to offer the public relations field.

Public relations men, with a social psychology orientation, would be the men to plan, direct, operate, and evaluate the nation's psychological warfare machinery in a national emergency.

Adoption of this point of view by public relations men would permit a realistic appraisal of the effectiveness of written, audio and visual communication in short and long term programs today.

College students, training for the public relations field, should be required to carry at least fifteen hours of social psychology.

THE last is the only one that space permits me to discuss in any detail. (Most schools do not offer this much work in social psychology.)

A suggested course of training would consist of six hours of general social psychology, not slanted to public relations. Then the student would take a three-hour reading course in social psychology which would be divided between general matters and the specific field of communication.

Then he would be given three-hours credit for a research project in some field which brought the teaching of social psychology to

bear on the field of public relations. In his senior year, the public relations student would be in a seminar on social psychology which would not be strictly limited to communication.

It follows that it would be beneficial for the public relations man to get acquainted with the literature of social psychology. This literature of social psychology is large. Fifty-two textbooks in the field have been published this century. A few of the most recent books in the field are suggested for public relations men's reading.

AS an introduction to social psychology, a new book by Hadley Cantril called "The Why of Man's Experience"¹⁸ is highly recommended. Cantril, a well-known Princeton psychologist, explains human behavior in terms of what the individual considers of value and the fact that human beings are striving constantly for value enhancement. Cantril represents the best in easy-to-understand presentation of social psychology.

In addition to Cantril, one of the best names in modern social psychology is that of Muzafer Sherif. For a fairly detailed presentation of social psychology, Sherif's "Outline of Social Psychology"¹⁹ is recommended. It is not difficult to read and should be highly illuminating to the average public relations man.

If the readers would feel more comfortable studying the work of a person familiar with their own field, then Britt's "Social Psychology of Modern Life"²⁰ is recommended. Britt was with an advertising agency. This extensive book covers many fields which will be of direct concern to the public relations man.

In addition, a book of readings²¹ was prepared to go with the text. This enables public relations practitioners to get an idea of how the individual experiments in the book of readings fit into the general framework presented in the text.

A new book, "Social Psychology at the Crossroads,"²² edited by Rohrer and Sherif, presents seventeen articles giving up to the minute views. Following an excellent introduction

[Turn to page 13]

18. Cantril, H. "The Why of Man's Experience." New York: The Macmillan Company, 1956.

19. Sherif, op. cit.

20. Britt, S. H. "Social Psychology of Modern Life." Revised Edition. New York: Rinehart and Company, 1949.

21. Britt, S. H. (ed.). "Selected Readings in Social Psychology." New York: Rinehart and Company, 1950.

22. Rohrer, J. H. and Sherif, M. (eds.). "Social Psychology at the Crossroads." New York: Harper and Brothers, 1951.

14. Sherif, M. "Outline of Social Psychology." New York: Harper and Brothers, 1946.

15. Sargent, S. "Social Psychology: An Integrative Interpretation." New York: The Ronald Press Company, 1956.

16. Newcomb, T. M. and Hartley, E. L. (eds.). "Readings in Social Psychology." New York: Henry Holt and Company, 1947.

17. The Public Relations Journal, carries a guest column, by Hadley Cantril in its May 1949 issue on the psychology in public relations and one by A. M. Lee in the October 1949 issue on sociology in public relations. Cantril suggests some books under many of the general subject areas listed in Newcomb and Hartley.

The services are taking a lot of young journalists. They're likely to want PIO assignment but when they get it they'll find they're still in uniform. To the discouraged, an information specialist points out why

It's Still Your Job, Buddy

By SGT. MIKE CONNELLY

JOURNALISM schools are continuing to turn out apprentice newsmen. A great many of these, as the past year and a half has shown, will be called to military service.

If their degrees are any indication, most of them will want public information work—they'll want to become writing salesmen for the service. "Writing salesmen?" you ask. Well, buddy, if you don't think so, now hear this:

"The mission of the public information office is to maintain and advance public understanding and confidence in the mission and being of the United States Air Force in general and particularly in the Air Training Command and — Air Force Base." That's what is tacked up on the wall three feet from my desk. So here, buddy, is the dope.

It isn't easy to get into public information work or its allied field, information and education. One airman had to jump the chain-of-command at an Air Force basic indoctrination center, vigorously wave his degree, and then "sweat" for two weeks before he finally was gathered again into the Fourth Estate's fold.

And that problem wasn't too bad, either. On top of it, he was presented not only with an alien personal life far removed from his home, his campus, and his favorite hot rod, but with an equally alien working life dictated by SOPs (standard operating procedures), regulations, and policy letters.

THERE'S a common saying in the service, "If you want a soft touch, get into public relations." Sure it's soft in many ways. You aren't on garbage detail nor do you work with mammoth machinery or face the dull monotony of report after report in an orderly room. But let's find out what a "public information specialist" faces in his day-to-day job.

Pfc. Joe Deadline is editor of the base newspaper. It's a tabloid weekly carrying 50 percent advertising. Usually Joe is responsible for 320 column inches, although it may go up to 450

when the publisher takes a holiday. He has a staff of one, the sports editor, a career man who learned to write in "the school of hard knocks."

Now Joe has read Rudolph Flesch, he had straight A's in that last semester's copyreading course, and he did all right on the college daily. Joe's a private first class; Harry, the sports editor, is a staff sergeant. Okay, so the information officer thinks Joe should know more than Harry, and he probably does. Harry doesn't think so. But the four stripes usually win.

PFC. Deadline goes out for a top-calibre story with Col. Jones giving the order. Imaginative Joe hustles to the typewriter, bats out the story. It's good, thinks Joe. He shows it to Bill, the non-commissioned officer in charge, and Bill says it's good. He shows it to the information officer and he says it's a fine story. Col. Jones said he'd like to see the story.

Deadline, bubbling with confidence, bustles into the colonel's office (after waiting three hours for an appointment) and deftly lays the story before Jones' war-weary eyes. The colonel has his pencil ready and before he reads half of that sparkling seventeen-word lead, he begins changing things.

Along with rearranging words and deleting paragraphs, he makes presumptuous changes in grammar (he's never heard of the difference between the open and closed style). Occasionally he gives Joe Deadline, private first class, that look—the look that says in no uncertain terms, "Deadline, it was a sorry day when they started taking the likes of you into the service."

And Col. Jones often isn't the only person to check a story—many times it goes through 2nd Lt. Hines, fresh out of OCS, then 1st Lt. Pines, then Capt. Lines, and finally Maj. Bitterrock. By the time Deadline returns to his typewriter the copy is a mass of pencil and ink marks with gobbledygook—the stuff the service says it's happy to do without—sprinkled through the margins.



Mike Connelly has been an Air Force PIO specialist for eighteen months. Before that he edited a magazine.

Pictures are no easy problem either. Some information offices are more fortunate than others—they have their own photographer. But this photographer is a special character; he takes pictures but regulations state that he cannot do his own developing. So the negative, along with the proverbial "work order," go to the photo lab where they enter the gamut of photo-lab personnel. And the photo officer may not know a good picture (at least a good news picture) from a frame on the wall.

Grey prints, smudgy prints, unbalanced prints, and prints that bring utter disgrace upon photography pile up onto Joe's desk just before the Wednesday deadline. Joe pulls his hair, grinds his teeth, and grabs for a heavy black pencil. He crops three-column pictures to two column, two column to one column, and one column pictures often end in File 13.

The paper comes out on Friday (the Lord have mercy on Deadline's stripe if it isn't on time) minus many pictures. Deadline's boss says, "Sure wish we could've had more pictures this week." Col. Jones calls over the squawk box, "Say, what happened to Maj. Stiner; he was in that picture, too, wasn't he?" The crowning blow comes when the phone rings and the photo officer says, "Say, if you're not going to use those pictures, why are you taking so blankety-blank many?"

A few weeks of this routine and

Deadline's either on his way to the hospital or he develops that "attitude" which most ex-servicemen have tried gallantly to shake away. There are few printable words to describe it. To put it mildly, Deadline loses his enthusiasm.

The glory of those A's in copy-reading is forgotten. The happy glow of the college daily's by-line is a thing of the past. The enthusiasm of working hand-in-hand with people who know their job and yours equally well goes down the drain. Joe pities himself as a minute cog of the service's information wheel.

FINALLY the day arrives when Joe is faced with a decision which may affect him the rest of his writing career. He asks himself, "Am I going to vacation for the rest of this—my first and last hitch—or am I going to try to improve my writing?"

The ideal answer to that question is obvious, but a majority of information personnel in the service are not buying it. They give up. They do a "sufficient job" and that's it. "But brother, when I get that discharge, you watch my smoke," they tell themselves and their colleagues.

Well, buddy, the majority are making the wrong decision. Sure it's rough, but so is a civilian job. Sure you have to sell something you don't

have your heart and soul in, but that can also be true in civilian writing.

Here are a few pointers which are no magic formula to success in the service information field, but may help you a little.

1. Forget that a news source is wearing more brass or stripes than you. Be personable but at the same time make him understand that you have a job to do and that you're competent in your job; as competent as he is in the one the powers-that-be have given him.

2. Be patient but at the same time ambitious.

3. Try to learn as well as teach.

4. In intra-office work, especially with subordinates, don't flaunt your degree or past experience but take an active interest in the common problem which is turning out imaginative, readable copy under the given policies, regulations, and other existing restrictions.

5. Keep your imagination alive.

The other day I took a story to a major who was one of five officers who had to check it over. After he read it he said, "It's amazing, sergeant, how you can take a few notes and put together a story as readable as this."

That's your job, buddy, and it's a rough one, but now and then you feel that it's really worth while.

pointed at the waist, long sleeves and full skirt ending in a chapel train.

"Her double-tiered fingertip veil of illusion cascaded from a Juliet cap. The white Bible she carried was covered with a purple-throated white orchid. Her jewelry was a necklace of pearls."

Those present at the wedding needed no such extended description, and for the 19,950 persons who were not present, two paragraphs would have sufficed to cover the entire event. Then the newspaper might have had room to let its readers know, which it did not do, that the president of their country was to make an important foreign policy address that evening, or that the state chapter of the American Association of University Professors had protested certain speaker restrictions at their state university.

IS local news necessarily news of events which have occurred locally? Or is it rather news of events which may have occurred anywhere but which have meaning in the lives of local readers? The first definition has widespread support in practice, but the second has overwhelming support in logic and common sense.

Many small dailies use wire news and columns hurriedly and without care to fill the holes between locally originated news. Few consider wire news of anywhere near the importance of locally originated items. The result of limited space and inattentive handling is presentation to their readers of a spotty and distorted picture of the world they live in.

Fairness to the reader of the small daily would dictate exactly the opposite practice. With limited space and facilities, the small daily ought to be more careful and more skilled than its space-happy metropolitan cousins in intelligent selection, editing and presentation of news beyond its immediate locale.

The small daily owes it to its readers to present within the limitations of its space and facilities a complete and fair picture of the readers' world, and not just a picture of those events which have local origin. The small daily owes it to its readers to give them the news they need to be informed citizens and neighbors in their own city and their own world.

A lot of small dailies need to reconsider their policies and practices to discover whether they have grown in content as well as size with their readers and their communities. The reader who plunks his nickel down deserves nothing less.

What Is Local News In a Global Era?

[Continued from page 6]

these newcomers are community leaders. Yet an inhabitant of fifty years past, rising from his grave, would find in many a small city that his hometown weekly, while it has become a daily, is more familiar to him than the streets, shops and families of his native city.

This man risen from the grave could feel at home in the daily columns of his old hometown weekly, but he could not follow the conversation, concerns and thoughts of the new inhabitants of his city. For their horizons have moved beyond the city and county limits, beyond the state and even national boundaries.

Local news comes first in a small city daily. Of that there can be little question. The important questions are: To what length ought the reporting of local items go? And what in the final analysis is local news?

Some small dailies go to absurd lengths to get the names of local inhabitants into their columns. The same women, meeting in their Tuesday bridge club and Wednesday sewing circle, get their names printed week by week ad infinitum, mother to daughter to granddaughter. Local events are described play by play.

Take this ridiculous example of a wedding story from a small daily serving a community of some 20,000 persons with an average press run of sixteen pages. The story occupies thirteen valuable inches on the model of the following:

"As the bride approached the altar on the arm of her father, she was charming in a white satin gown buttoned down the back and fashioned with a Peter Pan collar. It had an off-shoulder nylon net yoke in pearl and silver beaded fichu effect, slim bodice

Psychology And Public Relations

[Continued from page 10]

by Sherif, the book covers such areas as "integrating individual and social approaches"; "biological factors and human behavior"; "group structures and individual roles" and "human behavior in the social psychological frame of reference."

Also highly recommended is the book of readings by Newcomb and Hartley.²³ Another very good text is Sargent's "Social Psychology: An Integrative Approach."²⁴ Sargent's book has excellent suggestions for further reading at the end of each chapter and, gives particular emphasis to the subjects which would interest public relations men. His book is keyed to two of the books of readings²⁵ mentioned in this article.

It is assumed that the practicing public relations man reads publications like *The Public Opinion Quarterly*, *The Journalism Quarterly*, and is familiar with the collections of articles on communication research.²⁶

Since ultimately public relations aims to influence human behavior, social psychology, as the science that studies human behavior as it exists in its social and cultural settings, has much to offer the public relations practitioner. From the pens of public relations men who have studied social psychology will come the detailed presentation of the future theoretical background for public relations.

Social psychology theory and public relations theory will never be mutually exclusive. Perhaps public relations men will become interested enough in social psychology to write the theoretical material which will in brief be the application of social psychology to public relations practice.

23. Newcomb and Hartley, op. cit.

24. Sargent, op. cit.

25. Newcomb and Hartley, op. cit., and Britt, S. H. (ed.) "Selected Readings in Social Psychology."

26. See for example, Bryson, Lyman (ed.), "The Communications of Ideas." A series of addresses, New York and London: Institute for Religious and Social Studies, Distributed by Harper and Brothers, 1948; Schramm, Wilbur (ed.), "Mass Communications." Urbana: The University of Illinois Press, 1949; Schramm, Wilbur (ed.), "Communication in Modern Society." Urbana: University of Illinois Press, 1946.



Advertisement

From where I sit by Joe Marsh

It's Slim's For An "Honest" Meal

Most people thought Slim Benson would probably go broke when he first started his system of letting customers figure out their own checks over at his big diner on the highway.

Slim trusts them to pay for as much as they eat—you simply tell Sally, his cashier, the amount of your bill. It works, too. Take the other day when Buck Harris went and told Sally his bill was 35¢.

Now I was right there with Buck and I *knew* all he had was coffee and pie which comes to a quarter. "How come thirty-five cents?" I asked Buck. "Had an extra cup of java the other day, Joe, and forgot all about it—'til now," he says.

From where I sit, most people are basically honest—and that goes for their opinions, too, even though they may be different than our own. I like a glass of beer with my dinner; you may prefer something else . . . but we all ought to be allowed to "figure it out" ourselves.

Joe Marsh

Research Is No Substitute For Ideas

[Continued from page 5]

methods to test the effectiveness or selling power of cover subjects and blurbs. All kinds of results have come out of these studies: "Babies are good on covers"; "So are landscapes"; "Flowers are tops"; "Beautiful women are powerful"; "Dogs are sure fire"—and one magazine found that cats draw readers and sell copies.

I'm prompted to ask, why not carry the results of all this fine research to its logical conclusion. Combine all the successful elements! Wouldn't this be the ideal cover?

A handsome girl dressed in a bathing suit, holding a rose in her teeth, while she nurses a baby, looking out of a window over a lovely landscape, stroking a dog and scratching a cat!

This is the cover to end all covers. It couldn't fail! Research proves that!

RADIO and television are both full of examples called "ratingitis." Many people in the industry become shocked when a program falls off a couple of points. No one has asked, for example, "Do a couple of points really mean something statistically or from a judgment point of view?" "Is the sample big enough, good enough?"

The movies for years tested and researched many of their stories and titles and yet they did a good job of losing a great part of their audience. Men like Dore Schary, Kramer and others came along, who did not use surveys, and captured a large part of the movie audience with original ideas.

Surveys had helped to compound the same interests. This might be called "eating your own garbage." The "boy meets girl" formula had been worked so hard that mature audiences became bored.

After a critical analysis of the survey problem, let's quote from a recent issue of the *New Yorker* in which the writer says: "It is our belief that no writer can improve his work until he discards the dulcet notion that the reader is feeble-minded, for writing is an act of faith, not a trick of grammar. Ascent is at the heart of the matter."

"A country whose writers are fol-

lowing a calculating machine downstairs is not ascending—if you will pardon the expression—and a writer who questions the capacity of the person at the other end of the line is not a writer at all, merely a schemer.

"The movies long ago decided that a wider communication could be achieved by a deliberate descent to a lower level, and they walked proudly down until they reached the cellar. Now they are groping for the light switch, hoping to find the way out."

HERE is a ten point program on what the schools of communications, schools of journalism, newspapers, magazines, radio, and all elements of communication industry can study in the hope that we can develop better use of research in the future. This program is offered with a sincere appreciation for scientific method and research techniques.

1. Reporters, administrative editors, and producers should go out and meet people, listen, talk with them, see them at home and at business.

2. Do research in depth instead of counting noses. Spend time with readers, potential readers, viewers, listeners. Find out about them, their problems, their hopes, and their plans. Get out and see people, talk with people.

3. Forget the notion that we can ever figure out the news by the use of any formula. The news is never the same, therefore reader surveys made on a certain news story will not apply in the future. No one can forecast the news of tomorrow. Do we need readership surveys to tell us that Captain Carlsen and his Flying

Enterprise was news? No one ever surveyed a Carlsen story because there was never another story like it.

4. Forget the art of "self-love." Many surveys are made to prove that someone in some office—newspaper, magazine, radio, or television—has a good idea and the whole survey is a foregone conclusion.

5. Accept the challenge of making the toughest subjects understandable. It ought to be obvious to anyone that "city briefs" will be read by most readers; but how about making foreign news and international affairs palatable and understandable?

6. Keep research away from the working reporters, magazine writers, radio and television writers. Let's give the creative people a chance to express themselves. There's no formula for ideas. Statistics don't breed brains.

7. These days we need research on how to get the toughest subjects across—Iran, India, United Nations, International Trade, NATO—not research in how to put over the lowest common denominator.

8. Let's use the sciences of psychology in analyzing audiences. Let's stop running the counting machines.

9. Ask ourselves whenever we see a survey: Who made the survey? For what reason? How good is the sample? Is it made for promotion purposes? What does it mean? Is somebody trying to hide the figures?

10. Remember always that our national intelligence level is going up; our need to get more information on every phase of our lives is increasing. Let's quit "stewing in our own juices" and reshaping subjects because a "survey said so."

From Newspaper to Radio

[Continued from page 7]

office mates don't throw something at you—and then write it down, after you have said it as though you were telling it to someone.

Or the difference might be illustrated this way: Try reading the *New York Times* out loud to your wife. I don't know how far you would get, but I will bet not very far. Conversely, take a radio script and look at it, don't read it. It will look like a primer.

It must be simple and direct, with a lot of things repeated if you want to be sure the listener doesn't miss them. It will also be full of a lot of spaces like this . . . to indicate where the author wants to pause on the air.

This effort of trying to think always

how you are going to say it, not how it will look, leads to the degeneration in spelling and punctuation. For me, *there*, *their*, and *they're* always come out just plain "there." And to, *tuo* and *too* are all reduced to "to." Proper names I am not sure of come out in my own brand of phonetics.

If time is the master of newspapers, it is the tyrant of radio. Newspaper deadlines do allow at least a little flexibility, even though the composing room may squawk. In radio you must start, not at a given minute, but at a given second.

And sometimes, even harder, you must stop at a given second; you have to deliver your script with continual

glances at the stop watch. I can sometimes long for the days when, copy finished, all I had to do was hand it to an editor or a messenger.

And that leads to some common misconceptions about radio work. Perhaps the most common is that most news broadcasters don't write their own stuff; that it is simply handed to them before they go on the air. That may be true in some cases, but they are rare. Here in the CBS news room in Washington we write everything. Some is handed to announcers for some local news programs, but the newsman reads only his own copy.

It is better that way. An actor can read nicely what someone else has written, but a trained newsman, reading his own copy, knows what is important and which words to stress if the listener also is going to get the idea of what is important.

And that should dispel another misconception, unfortunately shared by some radio vice presidents. That a man doing a fifteen minute news program does only about fifteen minutes of work.

An average fifteen minute broadcast will run about 1,800 words; if the newsman has any pride in his job, it must be well written. And it must constantly be revised up to the last minute as the news changes. We regard this as a full day's work.

THERE are some aspects of radio news work that have no exact counterpart on newspapers. Mainly, these are the interview programs in one form or another, such as CBS' radio "Capitol Cloakroom," and television "The Big Question." These are ad lib; they require background and mental agility.

There is a little ham in all of us, I suppose. At any rate, if you feel yourself at least as smart as your guest, these programs can be fun.

Television, of course, opens up broad new fields that by no means have been fully explored yet. News broadcasting over television has about the same requirements as over radio, except that instead of reading a script it is better just to talk from notes in order to look at the camera as much as you can.

Once you get used to the lights and the cameras, television can be easier than radio. There's always a picture for the audience; if you hem and haw a little it is not so bad. It is the deadly sin of radio.

But finally this work, whether on newspapers, radio or television, has the basic thing in common. There is no substitute for intellectual curiosity and a good news background.

THE QUILL for March, 1952

From Quill Readers

Editor, The Quill:

As one free-lancer to another, I would like to say that Franklin M. Reck's piece in the January issue of *THE QUILL* about this freest form of free enterprise is a real masterpiece. Everything he says about the perils of free-lancing is all too true, but he enumerates enough pleasures to keep some of us hard at it!

Richard L. Neuberger

Portland, Ore.

Editor, The Quill:

Once again you have hit the editorial nail on the noggin. The December editorial statement that "The Campus Press Is Journalism" is most reassuring to this member of the campus press and, I hope, most convincing to our slightly cynical journalism faculties.

It's too close to truth to be funny that college newspaper workers often feel more like criminals than like crusaders. On one hand they have to satisfy a student body that would rather read twenty inches of sports or ten of social life than five inches on Tech's latest research project, and in no case gives a hang about Iranian oil.

On another hand, a college newspaper must pass muster of a couple hundred faculty experts in all fields, whose offices are right down the hall.

And on a third hand, these collegiate news-hounds have to scrape the reactionary veneer off administrators whose main thought is for parents and likely donors.

The slings and arrows of such outrageous fortune would not be so tough to take if student editors were not students as well as editors. But they must carry a full class load and mix with unsympathetic students, grade-giving teachers, and power-wielding administrators on an intimate and decidedly unprofessional basis.

Granting the importance of the college press, the importance of its freedom follows. I second your motion that "a campus editor should be let alone as much as possible." And at risk of seeming presumptuous, I say if our students of today don't learn the meaning of freedom of speech and press, the readers of tomorrow will never miss it.

Lloyd Gerlach,
Associate Editor,
Daily Northwestern

Evanston, Ill.

Editor, The Quill:

I think you folks are doing a fine job on *The Quill*. It has become a fine professional magazine.

Jack Butler
Fort Worth, Texas Star-Telegram

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When answering blind ads, please address them as follows: Box Number, *The Quill*, 35 E. Wacker Drive, Chicago 1, Ill.

Radio writer-producer desires affiliation with agency handling radio and/or TV accounts. Best possible agency and network references. Presently holding top salaried position, but will accept cut to work with creative, live wire organization. Box 1028, *The Quill*.

ILLINOIS

Young man, now a business paper editor, wants position editing copy and/or writing feature and news articles, preferably for magazine. Prefer Chicago area but will go anywhere. Box 368, *The Quill*.

Experienced newspaper, public relations man; Journalism Master's degree, Notre Dame, Northwestern universities; labor specialty; seeks public relations, newspaper, house organ or labor paper opening; 25, vet, single, own car, willing to travel. Box 369, *The Quill*.

MINNESOTA

Travelling Public Relations Man will trade present \$9000 income for a permanent address. Well versed in the arts of fund raising, organization, publicity, radio and organization. College graduate; married. Box 192, *The Quill*.

OHIO

Newsman, 24, single, seeks position on medium-sized daily. Experience: reporter—sports, wire & editorial page editor—heads. Know new teletypewriter circuits. College grad. veteran. Box 362, *The Quill*.

PENNSYLVANIA

Assistant to publisher. Seven years metropolitan editorial staff. Four years public relations major manufacturer. Want nothing more than to return to newspaper field, either on editorial or public relations side. Box 339, *The Quill*.

Twenty-nine year-old newsman, veteran of five years of top-flight news and radio writing experience, draft-exempt air force veteran, desires public relations job with leading industrial or commercial firm, long-term basis. Box 172, *The Quill*.

SOUTH DAKOTA

Radio News Director of news-minded Northwest station would like permanent news position on Twin Cities station, newspaper or news service. College grad, 24, married. Stable and ambitious. *THE QUILL*, Box 297.

WISCONSIN

Draft-proof, 25, Feb. graduate Wis. (B.S.), wide interests, flexible, travel anywhere; prefer gen. rptg., daily. Box 367, *The Quill*.

who swiped page

72?

There I was, serenely absorbing that lead article in EDITOR & PUBLISHER. Swell stuff, too—all about important changes in the Congressional Press Galleries. So I get to the bottom of the page and it tells me that the piece is continued on page 72, so naturally I turn to page 72 only it's not there—vanished into thin air.

I'm frustrated. I boil. I scream, "Who ——— swiped page 72?"

Well, after they calmed me down and the culprit slipped it back in its proper place, I vowed that I'd subscribe to E & P to make sure of having my own copy because it's got so much important news of everything that happens in the newspaper world that I just can't afford to be without it.

That's why I sent my \$5 to EDITOR & PUBLISHER and now I get E & P every week in the year—page 72 included.

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